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We sent confirmations email to Travel Agents and Tour Operators few days before the European Sales and Media Mission 2014. Because we sent it directly by our email box, we can't provide figures of openness.

Travel Agents Confirmation: http://cluster010.ovh.net/~mno//CALIFORNIE/SALES_MISSIONS_2014/confirmation_AGV/confirmation_AGV.html

Tour Operators Confirmation: http://cluster010.ovh.net/~mno//CALIFORNIE/SALES_MISSIONS_2014/confirmation_TO/confirmation_TO.html
We realized 17 different kinds of confirmations because people could choose to come only the morning, or the morning and for the lunch, or for the lunch and the first part of the afternoon…

Please see the link on sharepoint https://share.visitcalifornia.com/marketing/international/france/Shared%20Documents/Forms/AllItems.aspx?RootFolder=%2fmarketing%2finternational%2ffrance%2fShared%20Documents%2fFY13-14%2fReports%20and%20Newsletters%2fNewsletters&FolderCTID=&View=%7b8CBAD8BA-CFAA-46F0-BE83-F92759143694%7d
Website Visitation Statistics

Visitcalifornia.fr

- 10,016 visitors
- regular traffic in June, but less visitors than in May as previous years
- relaunch a Google Adwords campaign on January Monday 13th.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>12998</td>
<td>12570</td>
<td>12916</td>
<td>11617</td>
<td>12.899</td>
<td>10.016</td>
</tr>
<tr>
<td>Pageviews</td>
<td>42159</td>
<td>41160</td>
<td>40072</td>
<td>35157</td>
<td>36500</td>
<td>28.854</td>
</tr>
<tr>
<td>Pages/Visit</td>
<td>3.24</td>
<td>3.27</td>
<td>3.10</td>
<td>3.03</td>
<td>2.83</td>
<td>2.88</td>
</tr>
<tr>
<td>Avg. Time on site</td>
<td>00:03:55</td>
<td>00:03:19</td>
<td>00:03:07</td>
<td>00:03:07</td>
<td>00:02:46</td>
<td>00:02:52</td>
</tr>
<tr>
<td>New Visits</td>
<td>82.84%</td>
<td>81.61%</td>
<td>81.87%</td>
<td>81.84%</td>
<td>81.94%</td>
<td>80.32%</td>
</tr>
</tbody>
</table>

The traffic in June is decreasing compared to May and the months before. Indeed, people planning to go to California are often already aware of what to do in the Golden State. As we can see on the graph below, we lost traffic every year at the same period.
Search Engine Marketing

- We launch a campaign Google AdWords at the beginning of the year on GOOGLE ADWORDS with 22 key words.
- We choose to link this campaign directly to the page http://www.visitcalifornia.fr/Guide-pratique-du-visiteur/ of our website.

Campaign performance June 2014

For June, we counted on the historical campaign 693 clicks (vs 1.246 clicks in May) provided by the main keywords bellow:

The 3 more used key words generating clicks are still:

"Etats Unis" with 111 clicks vs 144 clicks in May
"voyage en californie" with 97 clicks (not in the top 3 last month)
"carte Californie" with 76 clicks vs 76 clicks in May

But the better ROI regarding the number of clicks versus the number of the ad has been view are:

"visite Californie" with 60 clics for 810 views (7.41%)
"visiter californie" with 31 clicks for 880 views (3.52%)
"voyage en californie" with 97 clicks for 3.587 views (2.70%)
Please have a look to the graph below concerning ROI

<table>
<thead>
<tr>
<th>Key Words</th>
<th>Numbers of Clics</th>
<th>Number of views</th>
<th>Variation Rate Clics vs Number of views</th>
<th>Average Cost per clic (€)</th>
<th>Total Cost (€)</th>
<th>Average position on the page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Etats Unis</td>
<td>111</td>
<td>35003</td>
<td>0,32%</td>
<td>0,62</td>
<td>68,29</td>
<td>3,2</td>
</tr>
<tr>
<td>voyage en californie</td>
<td>97</td>
<td>3587</td>
<td>2,70%</td>
<td>0,76</td>
<td>73,8</td>
<td>3,7</td>
</tr>
<tr>
<td>carte Californie</td>
<td>76</td>
<td>4734</td>
<td>1,61%</td>
<td>0,65</td>
<td>49,45</td>
<td>1,7</td>
</tr>
<tr>
<td>visite californie</td>
<td>60</td>
<td>810</td>
<td>7,41%</td>
<td>0,33</td>
<td>20,06</td>
<td>2,1</td>
</tr>
<tr>
<td>Visiter Californie</td>
<td>31</td>
<td>880</td>
<td>3,52%</td>
<td>0,66</td>
<td>20,42</td>
<td>1,8</td>
</tr>
<tr>
<td>Tourisme Californie</td>
<td>29</td>
<td>3927</td>
<td>0,74%</td>
<td>0,58</td>
<td>16,79</td>
<td>3,4</td>
</tr>
<tr>
<td>Voyage Californie</td>
<td>24</td>
<td>3243</td>
<td>0,74%</td>
<td>0,73</td>
<td>17,45</td>
<td>3,8</td>
</tr>
<tr>
<td>Vacances Californie</td>
<td>22</td>
<td>4910</td>
<td>0,45%</td>
<td>0,8</td>
<td>17,54</td>
<td>4,5</td>
</tr>
<tr>
<td>Tourisme San Francisco</td>
<td>21</td>
<td>7711</td>
<td>0,27%</td>
<td>0,62</td>
<td>13,01</td>
<td>4,7</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>16</td>
<td>4864</td>
<td>0,33%</td>
<td>0,75</td>
<td>11,98</td>
<td>3,1</td>
</tr>
<tr>
<td>circuit Californie</td>
<td>14</td>
<td>669</td>
<td>2,09%</td>
<td>0,82</td>
<td>11,53</td>
<td>5,3</td>
</tr>
<tr>
<td>guides touristiques</td>
<td>12</td>
<td>4386</td>
<td>0,27%</td>
<td>0,37</td>
<td>4,39</td>
<td>2,8</td>
</tr>
<tr>
<td>Vacances Los Angeles</td>
<td>11</td>
<td>7279</td>
<td>0,15%</td>
<td>0,9</td>
<td>9,9</td>
<td>5,1</td>
</tr>
<tr>
<td>sejour en californie</td>
<td>10</td>
<td>620</td>
<td>1,61%</td>
<td>0,83</td>
<td>8,27</td>
<td>4,7</td>
</tr>
<tr>
<td>Yosemite</td>
<td>8</td>
<td>6421</td>
<td>0,12%</td>
<td>0,68</td>
<td>5,41</td>
<td>3,3</td>
</tr>
<tr>
<td>Voyage San Francisco</td>
<td>8</td>
<td>14913</td>
<td>0,05%</td>
<td>0,94</td>
<td>7,5</td>
<td>6,1</td>
</tr>
<tr>
<td>que faire en Californie</td>
<td>4</td>
<td>240</td>
<td>1,67%</td>
<td>0,61</td>
<td>2,43</td>
<td>1,9</td>
</tr>
<tr>
<td>vacances etats unis</td>
<td>4</td>
<td>3297</td>
<td>0,12%</td>
<td>0,79</td>
<td>3,15</td>
<td>6,4</td>
</tr>
<tr>
<td>Vacances San Francisco</td>
<td>4</td>
<td>5007</td>
<td>0,08%</td>
<td>0,82</td>
<td>3,27</td>
<td>5,6</td>
</tr>
<tr>
<td>Lac Tahoe</td>
<td>3</td>
<td>452</td>
<td>0,66%</td>
<td>0,64</td>
<td>1,92</td>
<td>2,1</td>
</tr>
<tr>
<td>vacances usa</td>
<td>2</td>
<td>3686</td>
<td>0,05%</td>
<td>0,99</td>
<td>1,98</td>
<td>6,2</td>
</tr>
<tr>
<td>Lake Tahoe</td>
<td>1</td>
<td>4020</td>
<td>0,02%</td>
<td>0,58</td>
<td>0,58</td>
<td>1,7</td>
</tr>
<tr>
<td>Total</td>
<td>693</td>
<td>222588</td>
<td>0,31%</td>
<td>0,61</td>
<td>422,85</td>
<td>3,3</td>
</tr>
</tbody>
</table>
• We created another campaign, online from Thursday to Monday every week. We started it on May 6th.

For June, we counted on the historical campaign 443 clicks (vs 406 clicks in May) provided by the main keywords below:

The 3 more used key words generating clicks are still:
"Californie" with 25 clicks vs 44 clicks in May
“esta” with 16 clicks vs. 29 clicks in May
"visas usa" with 6 clicks vs 16 clicks in May

But the better ROI regarding the number of clicks versus the number of the ad has been viewed:
"esta" with 16 clicks for 1406 views (1.14%)
"demande visa usa" with 1 clicks for 145 views (0.69%)
"demande de visa usa" with 5 clicks for 739 views (0.68%)

Please have a look to the graph below concerning ROI:

<table>
<thead>
<tr>
<th>Key Words</th>
<th>Numbers of Clics</th>
<th>Number of views</th>
<th>Variation Rate Clics vs Number of views</th>
<th>Average Cost per clic (€)</th>
<th>Total Cost (€)</th>
<th>Average position on the page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Californie</td>
<td>25</td>
<td>4600</td>
<td>0.54%</td>
<td>0.33</td>
<td>8.33</td>
<td>2.5</td>
</tr>
<tr>
<td>esta</td>
<td>16</td>
<td>1406</td>
<td>1.14%</td>
<td>0.23</td>
<td>3.69</td>
<td>1.8</td>
</tr>
<tr>
<td>visas usa</td>
<td>6</td>
<td>998</td>
<td>0.60%</td>
<td>0.44</td>
<td>2.61</td>
<td>4</td>
</tr>
<tr>
<td>demande de visa usa</td>
<td>5</td>
<td>739</td>
<td>0.68%</td>
<td>0.37</td>
<td>1.83</td>
<td>5.2</td>
</tr>
<tr>
<td>Demande esta</td>
<td>3</td>
<td>639</td>
<td>0.47%</td>
<td>0.36</td>
<td>1.08</td>
<td>3.2</td>
</tr>
<tr>
<td>visa usa</td>
<td>3</td>
<td>762</td>
<td>0.39%</td>
<td>0.4</td>
<td>1.21</td>
<td>5</td>
</tr>
<tr>
<td>demande visa usa</td>
<td>1</td>
<td>145</td>
<td>0.69%</td>
<td>0.28</td>
<td>0.28</td>
<td>4.9</td>
</tr>
<tr>
<td>passport etats unis</td>
<td>1</td>
<td>165</td>
<td>0.61%</td>
<td>0.32</td>
<td>0.32</td>
<td>5.4</td>
</tr>
<tr>
<td>formalités usa</td>
<td>1</td>
<td>166</td>
<td>0.60%</td>
<td>0.12</td>
<td>0.12</td>
<td>3.7</td>
</tr>
<tr>
<td>obtention visa usa</td>
<td>0</td>
<td>47</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>4.7</td>
</tr>
<tr>
<td>visa touristique usa</td>
<td>0</td>
<td>47</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>4.8</td>
</tr>
<tr>
<td>visa usa photo</td>
<td>0</td>
<td>47</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>visa tourisme usa</td>
<td>0</td>
<td>44</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>5.5</td>
</tr>
<tr>
<td>Formalités etats unis</td>
<td>0</td>
<td>19</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>3.7</td>
</tr>
<tr>
<td>formalités voyage etats unis</td>
<td>0</td>
<td>13</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>2.2</td>
</tr>
<tr>
<td>passeport etat unis</td>
<td>0</td>
<td>12</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>4.5</td>
</tr>
<tr>
<td>etats unis formalités</td>
<td>0</td>
<td>5</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>5.4</td>
</tr>
<tr>
<td>passepor pour aller aux etats unis</td>
<td>0</td>
<td>3</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>2.7</td>
</tr>
<tr>
<td>DisplayNetwork</td>
<td>382</td>
<td>135144</td>
<td>0.28%</td>
<td>0.24</td>
<td>90.43</td>
<td>1.4</td>
</tr>
<tr>
<td>Total</td>
<td>443</td>
<td>145001</td>
<td>0.31%</td>
<td>0.25</td>
<td>109.9</td>
<td>1.5</td>
</tr>
</tbody>
</table>
Online Training Program

Registrations - www.californiaexpert.fr
- Total Registered: 2,689
- Registered (with no activity): 1,534 (57%)
- Users active (started at least one course): 407 (15%)
- Users completed (all courses): 748 (27%)
- Users that have 100% of good answers: 258
- From June 1st to June 30th: 16 registrations

EVOLUTION OF THE E-LEARNING WEBSITE’S VISITORS

99 visits on the website, very irregular. Few people are coming on the OTP website since we stopped to promote it, waiting for the new version.
COMMUNICATION UPDATE

Press Releases

https://share.visitcalifornia.com/marketing/international/france/Shared%20Documents/Forms/AllItems.aspx?RootFolder=%2fmarketing%2finternational%2ffrance%2fShared%20Documents%2fFY13-14%2fCommunications%2fPress%20Releases&FolderCTID=&View=%7b8CBAD8BA-CFAA-46F0-BE83-F92759143694%7d

DREAM BIG PROJECT

About the campagn Dream Big

Sent on June 2d

It has been sent to 684 journalists specialized in Travel Trade and Technology Press. It has been opened by 178 of them, 273 times in total.

FAM TRIP HIGHWAY ONE

Sum up of the FamTrip in California from May 8th to May 16th.
Sent on June 6th
It has been sent to 50 journalists specialized in Travel Trade, MICE and Business Travel Press. It has been opened by 17 of them, 36 times in total.

EUROPEAN SALES AND MEDIA MISSION 2014
Sum up of the European Sales and Media Mission 2014

Sent on June 16th
It has been sent to 10 journalists specialized in Travel Trade Press. It has been opened by 5 of them, 5 times in total.

NEWS ARCHITECTURE PALM SPRINGS
Opening of Edwards Harris Pavilion in Palm Springs Art Museum

Sent on June 24th
It has been sent to 1085 journalists specialized in Art, Architecture, Design and Travel Trade Press. It has been opened by 284 of them, 404 times in total.
PARTIR EN CALIFORNIE / GO TO CALIFORNIA DURING SUMMER

Whats new this summer and what to do all year round

Sent on June 24th

It has been sent to 1164 journalists writing in the Tourism editorial section of Consumer and Travel Trade press as well as Women Magazine, Men magazine, Travel Magazine,... It has been opened by 341 of them, 563 times in total.

It also has been distributed to journalists came to the European Sales and Media Mission.
Highlights Press Clippings

Generated – 33 articles


**Daily National Webzine : Le Figaro et Vous**
Headline: Beautiful life in California
Page seen: 399,588
Ad Value: $1,887,840

**Daily National Webzine: Bus & Car Tourisme**
Headline: Nobody in Bodie, except tourists
Page seen: 5,000
Ad Value: $11,820

**Daily National Webzine : Le Quotidien du Tourisme**
Headline: 8 tour operators succumb to the charm of California
Page seen: 17,300
Ad Value: $49,590

**Daily National Webzine : Le Quotidien du Tourisme**
Headline: Californian Parks
Page seen: 17,300
Ad Value: $49,590

**Daily National Webzine : Le Figaro et vous**
Headline: Murphy’s, California crown jewel
Page seen: 399,588
Ad Value: $943,920

**Daily National Webzine: Elle.fr**
Headline: California in 50 photographies
Readers: 100,000
Ad Value: $4,140

**Daily National Webzine: I-Trekkings**
Headline: Yosemite: Half Dome hiking
Page seen: 60,000
Ad Value: $103,500
Daily National Webzine: La Quotidienne
Headline: Road trip and boat with Visit California
Page seen: 31,890
Ad Value: $8,280

Daily National Webzine : Tour Hebdo
Headline: California bank on tourism professional to have a successful year
Page seen: 112,417
Ad Value: $28,980

Daily National Webzine: Le Quotidien du Tourisme - Published two times
Headline: Visit California 5: "California, it's paradise"
Page seen: 17,300
Ad Value: $49,597

Daily National Webzine : Le Quotidien du Tourisme
Headline: San Francisco: so charming
Page seen: 17,300
Ad Value: $24,799

Daily National Webzine : Le Quotidien du Tourisme
Headline: The Californian dream each day more important
Page seen: 17,300
Ad Value: $24,799

Daily National Webzine : Le Quotidien du Tourisme
Headline: San Francisco: this indefinable charmed
Page seen: 17,300
Ad Value: $24,799

Daily National Webzine : Le Quotidien du Tourisme - Published two times
Headline: The California dream is more important day after day
Page seen: 17,300
Ad Value: $24,799

Daily National Webzine : Le Quotidien du Tourisme
Headline: Visit California: the queen Lake Tahoe
Page seen: 17,300
Ad Value: $24,799

Daily National Webzine : Le Quotidien du Tourisme - Published two times
Headline: You Tube: Visit California make his buzz
Page seen: 17,300
Ad Value: $24,799
Daily National Webzine : Le Quotidien du Tourisme - Published two times
Headline: Visit California: airlines companies bank on the destination
Page seen: 17,300
Ad Value: $24,799

Daily National Webzine : Tourmag.com - Published three times
Headline: French market, really important for Visit California!
Page seen: 249,125
Ad Value: $4,140

Headline: Visit California welcome travel agencies and tour operators ! (Visit California donne rendez-vous aux agences et TO! )
Page seen: 50,000
Ad Value: $4,140

Daily National Webzine : France Inter
Headline: Yosemite National Park
Page seen: 206,144
Ad Value: $4,140

Daily National Radio : France Inter
Headline: Yosemite National Park
Listeners: 500,000
Minutes: 7 minute video

Daily National Radio : Tourmag.com
Headline: French market is really important for Visit California
Listeners: 249,125
Minutes: 4,08 minute video

Daily National Radio : LCM
Headline: Yosemite National Park
Listeners: 280,386
Minutes: 8,45 minute video
Non-Generated – 25 articles

TV Channel: Arte
TV Channel: TF1
Monthly National Magazine: Vélo Tout Terrain
Weekly National Magazine: Courrier International
Weekly National Magazine: Luxe Magazine
Bimonthly National Magazine: The Good Life Supplément
Bimonthly National Magazine: The Good Life Supplément
Bimonthly National Magazine: The Good Life
Monthly National Magazine: Beaux Arts
Weekly National Magazine: Madame Figaro
Weekly National Magazine: Madame Figaro
Monthly Regional Magazine: Union Girondine
Weekly Regional Magazine: Le Cannois
Weekly Regional Magazine: Le Petit Nicois
Daily Regional Magazine: 20 minutes Bordeaux
Weekly National Magazine: Le Nouvel Observateur
Daily National Webzine: Sport & Style L'Equipe
Daily National webzine: DeplacementsPros.com
Daily National webzine: DeplacementsPros.com
Daily National Webzine: Gentside
Daily National Webzine: Portail Free
Daily National Webzine: L'Internaute
Daily National Webzine: L'Internaute
Daily National Webzine: Sciences et Avenir
Daily National Webzine: Vogue
<table>
<thead>
<tr>
<th>Parutions</th>
<th>n°</th>
<th>Magazine</th>
<th>Circulation</th>
<th>nb.pages</th>
<th>Unit Price</th>
<th>AVE euros</th>
<th>AVE dollars Exchange €1:$1.380</th>
<th>Ad Value Dollars</th>
</tr>
</thead>
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<tr>
<td>Monthly</td>
<td></td>
<td>GQ</td>
<td>167 867</td>
<td>6</td>
<td>17 900</td>
<td>107 400</td>
<td>148 212</td>
<td>444 636</td>
</tr>
<tr>
<td>Monthly</td>
<td></td>
<td>Le Figaro et Vous</td>
<td>399 588</td>
<td>4</td>
<td>114 000</td>
<td>456 000</td>
<td>629 280</td>
<td>1 887 840</td>
</tr>
<tr>
<td>Monthly</td>
<td></td>
<td>Bus &amp; Car Tourisme de Groupe</td>
<td>5 000</td>
<td>1</td>
<td>2 855</td>
<td>2 855</td>
<td>3 940</td>
<td>11 820</td>
</tr>
<tr>
<td>Weekly</td>
<td></td>
<td>Le Quotidien du Tourisme</td>
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**SUBTOTAL** | 5 558 030 | 81 | 322 165 | 927 135 | 1 279 446 | 3 838 339 |

**TOTAL** | 9 768 985 | 127 | 596 225 | 1 419 665 | 1 959 138 | 5 877 413 |
## Communication & Measurements

### TOTAL ACTIVITIES SUMMARY

CALIFORNIA TOURISM France & Belgium - Fiscal Year 2013/2014

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### Total Activity Summary

#### TOTAL ACTIVITIES SUMMARY

CALIFORNIA TOURISM France & Belgium - Fiscal Year 2013/2014

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Press

Press Release/ Writing & Rewriting

"Partir cet été en Californie" N° 2 May-June
Creation of a press release about the Visit California press trip: Santa Monica - Santa Barbara - Santa Ynez Valley - Palm Springs + Big Sur + San Diego

Appointments

- CHARTON Brice, freelance. He will do his press trip. Visit California has received the media press request.
- DELEVAY Céline, editor in chief, RADIO FRANCE INTERNATIONAL. She would like to realize a cultural report and "L.A walking" at the end of September.
- COULOUBRIER Guy, Director Manager, HAPPY FEW. He is interested in realizing several topics in a 12 days report in San Francisco, Napa Valley, Los Angeles and Palm Springs for a 10 pages in his Collector magazine to be published in November 2014.
- WEISS Stephane, Journalist, nostendresannees.com. He would like to realize a press trip in California next winter. Catherine sent him all information.
- DAUREL Julie, journalist, MAISON COTE SUD. We are preparing a next report in September in Palm Springs & L.A on cultural & architectural report in Palm Springs and Pacific Palisades.
- COLOMBANI Marie-Josée, editor in chief, VOYAGE DE LUXE – LASSEUR Michèle, Photograph, VINS & GASTRONOMIE. We are studying their itinerary and topics for a next wines and luxury hotels in California. We are waiting for their media press request.
- COME Pierre-Jean, journalist, CENTRE PRESSE. He wants to realize a road trip driving an Harley Davidson. We are waiting for its dates and availabilities.
- DONNAREL Françoise, TOUR HEBDO. We are preparing her report "MIEUX VENDRE", 10 pages for publication.
- GIACOBETTI Sandrine, ELLE A TABLE. We are preparing her report.

Euro Sales Missions – Paris, July 10th, 2014

38 journalists have participated to the event.
Very pro-active participation. Our team welcomed the journalists and introduced them to the PR Visit California team. All the journalists were very satisfied.
Press pictures Request

Véronique Romatier – VOICI - vromatier@wanadoo.fr

Articles published on July 7th and will talk about the people holiday destination: Los Angeles. Title: “Dans la valise de Rebecca Romijn”

We sent to her a picture selection of Los Angeles thanks to this link:
http://we.tl/tJ8PavKOmo
- Malibu visuals
- Laguna Beach visuals (for article published on July 15th about Kristin Cavallari

Alain Billen-VSD - abillen@vsd.fr
- San Diego visuals
- La Jolla
- Catalina Island

Elen Pouhaer- MILK - elen_po@yahoo.fr
- Palm Springs visuals further to our press release about Palm Springs Art Museum and and its new Architecture and Design Center
Individual Media FAM

Past

Anne PASTOR – FRANCE INTER
5 Chronicles generated
- May 4th, San Francisco, the Flower Power cradle
- May 11th, San Francisco and the artistic recycle
- May 18th, San Francisco and cinema
- May 25th, Los Angeles and cinema
- June 22nd, Yosemite National Park

Key info
- Generalist media (5 million listeners)
- Audience profile 40 to 55 Year’s Old
- Coverage: France, Europe.
- On line and Podcast (5 million each month)
- Specific audience of the Week-end Matinales 5-9 a.m. : 500.000 listeners
- Publishing: 4 May to 21 June 2014.

Guillaume de Dieuleveult/ Stanislas Fautré - Figaro Magazine
Date: June 2nd June 10th, 2014.
Content: 7 to 9 pages illustrated about parks in California.
Key info
- High profile weekly magazine
- National coverage
- Audience: 429,000 (2013).
- Website: lefigaro.fr (11 millions of visitors per month, N°1 in France).
- Publication: Between July and August 2014, part of the “summer serie” which will be focused on the forests of the world

Guillaume and Stanislas travelled through High Sierra:
- Mammoth – June 2nd and 3rd
- Yosemite, June 3rd & 4th
- Calaveras Big Trees State Park, June 6th and 7th
- Sequoia National Park, June 8th, 9th and 10th

Article published about Murphy's
http://www.lefigaro.fr/voyages/2014/06/11/30003-20140611ARTFIG00273-murphys-pepite-de-californie.php

Please find the link on sharepoint
http://share.visitcalifornia.com/workspaces/FAMS/Project%20Documents/Forms/AllItems.aspx?RootFolder=%2fworkspaces%2fFAMS%2fProject%20Documents%2fFAM%20Itineraries%20%28FINAL%20for%20IMIS%29%2fMedia%2f2013-2014&FolderCTID=&View=(C1A183B3-898C-46EB-A04A-C9594B246684)
Camille Brossard – Hachette Guide Evasion
Camille travelled to the destination in June to update the guide called Évasion Parcs Nationaux de l'Ouest américain. The areas will benefit from an important exposure including:

- text insert in the guide
- advertising in their guide
- visibility in their site http://www.guide-evasion.fr
- visibility on facebook (http://www.facebook.com/GuideEvasion, more than 18,000 fans)

She will visit Lone Pine, Bodie, Yosemite Village, Oakhurst, Three Rivers, Pinehurst and Fresno.

Key info:
- Circulation: 15,000 copies
- Ad value: $ 7,540

The updated version of the guide is due to be published on March 2015.

To come

Lucas Lahargoue – Ici & Ailleurs
He wants to write a report on California between 30 and 40 pages to be published in spring 2015. VCA France is waiting for his definitive dates to start planning his itinerary. He will write about San Francisco & Napa, Highway 1, Los Angeles, Yosemite and Death Valley.

Key figures
- Bimonthly top of range magazine
- National coverage
- 50,000 copies
- Page: $10,500

Julie Daurel & Nicolas Millet – Maison Côté Sud
Julie wants to write a 10 pages report on the architecture on Palm Springs.

Key info:
- Circulation: 190,725 copies
- Page: $15,300
- Publication date: December 2014 or February 2015

Air France agreed to offer two airline ticket for this media Fam
Fairs/Events

Europe Sales and Media Mission 2014

http://euromission.visitcalifornia.com/fr/

The Sales Mission took place at the Renoma Café in the prestigious Avenue George V. The delegation stayed at the Kube Hotel where the French team has made a market presentation with overviews and updates for the French market. The delegates have received the France Delegate Binder.

Program
All redesign as if we were in California, Le Renoma Café welcomed tourism professional where the delegates could present product ideas and development opportunities.

9.30 am – 12.00 pm: journalist and tour operators
12.00 pm – 2.00pm: Lunch
2.00 pm – 5.00 pm: journalist and tour operators
5.30 pm: travel agents
7.30 pm: Dinner cocktail

In total, 159 tourism professional attended the event.

<table>
<thead>
<tr>
<th>Tour Operators</th>
<th>Travel Agents</th>
<th>Journalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>48</td>
<td>90</td>
<td>38</td>
</tr>
</tbody>
</table>
Prize draw

All the delegates have donated prize elements: Air France / KLM / Delta, Radisson Fishermans Wharf, San Ateo, Visit Napa Valley, Lake Tahoe Visitors Authority, Yosemite / Mariposa County, CityPASS, North Coast Tourism Council, Pier 39, Red & White Fleet SF, SeaWorld San Diego, Sonoma County, Visit Napa Valley, San Francisco Travel)

A special ticket at the registration desk has been given which will have a unique magic number printed on it.

Mr CHARTON Brice won the North California prize, charton.brice@neuf.fr

Press

- Dedicated space: Lounge for the California Press Centre.
  5 roundtables with 5 top California themes: Family fun, Great outdoors, Luxury and Indulgence, Culture and Design, Wine and food and trade/MICE

- Tourmag Web Campaign

Video: http://www.tourmag.com/Le-marche-francais-est-tres-important-pour-Visit-California_a67945.html

Broadcasted on tourmag.com from June 24th-30th, 2014 and will be broadcasted from July 07th-13th, 2014. At this date total view: 421

Statistics Video

<table>
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<th>Visit California Video - TourMaG.com Pages</th>
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<tr>
<td>TOTAL</td>
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</table>
Screenshot of the tourmag.fr homepage with the video
- Newsletter

Result for the 1st week of campaign on tourmag.com

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<th>Date</th>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>31 167</strong></td>
<td><strong>30 718</strong></td>
<td><strong>5 083</strong></td>
<td><strong>51</strong></td>
<td><strong>46</strong></td>
</tr>
</tbody>
</table>
LA CASSE DE L’ONCLE DOM
Grèves... tout ça pour ça !

AL AUNE
Selecteur Afta : Dominique Beljanski, élu à l’unanimité présidente de la coopérative J’ai testé pour vous le vol Paris-Kuala Lumpur de Malaysia Airlines
Benoît Bertrand & “Marcel” ou… quand le yield management prend le taxi !

EAPLIE TOURISME
© V CUI DES NAVETTES COACH à l’aéroport de Paris CDG 2008

TOURMAI TV

DISTRIBUTION
• Selecteur Afta : les 6 nouveaux administrateurs sont ...
• Sidl agnie un partenariat avec le Group Expedia

TRANSPORT
• Air Caraïbes : Dr. Air transport va tester un train 100 % électrique
• Jet Airways : le vol Paris-Mumbai devient quotidien
• Myrion renforce avec les intérieurs
• 35% des Français prêts à réserver leur billet d’avion à l’avance pour payer moins cher
• TUI Airlines : vols charter de Grenoble et océanien vers l’Algérie

Success de la destination Californie, en France !
1 Day pour Visit California et ses 21 lieux venus à Paris

E-TOURISME avec

RECEPTIF
• Les Anglais : 9 000 charters supplémentaires dès 2015
• Pas : un délai de livraison imprimés en mai et juin, les erreurs

La newsletter de TourMaG.com
From July 07th to 13th, second week diffusion will be on Tourmag.com

- Press article


FAM Trips

Fam Trip Highway 1 (May 08th – 16th, 2014) – Air France
- TO’s Participants: Voyamar, Lariviere Voyages, Planetveo, Euram, La Maison des Etats-Unis, Voyageurs du Monde, Amerigo, La Française des Circuits, Vacances Transat, Compagnie du Monde + 2 VCA Rep + 1 journalist for photo and video (13 in total).
- Itinerary
  Received: San Francisco, Santa Monica, Half Moon Bay, Cambria, Santa Barbara
  Pending: Monterey, Big Sur

Visit USA Committee has sent a newsletter to his database dealing with the Highway One Fam Trip.

Travel Trade press articles

http://www.laquotidienne.fr/road-et-boat-trip-avec-visit-california/
Fam Trip North California (May 26th – June 2nd)


Travel trade press articles

Quotidien du Tourisme
http://www.quotidiendutourisme.com/site/destination-visit-california-5-la-californie-c-est-le-paradis--79233.html?nws-140604

Co-op opportunities

La Parisienne – September 12th, 13th, 14th

Air Tahiti Nui, Visit California & High Sierra Visitors Council will partner for La Parisienne consumer co-op.

Dispositive

- Presence of the partners on a stand for 3 days during the race.
- Package offered by the partners: 1 trip to California for 2 people including overnights and activities
- Visibility of the partners in a newsletter sent by La Parisienne to their database
- Creation of a microsite where linked to http://www.la-parisienne.net/ and where partnetrs will be promoted
- We are now in process to recruit the participants to the race and to create to official invitation to the future participants

ETAM – Le Meilleur Job d'Eté

Visit California sent documentation to Florence Trouillard, press attaché for the tour operator Jetset Voyages.

The “Best Summer Job” is an operation launch by the famous lingerie shop “Etam”. The winner will work on the Californian beaches wearing Etam swimsuit.

Objective of the “Best Summer Job”

- Paddle in Santa Barbara Beaches
- Kayaking in La Jolla
- Discovering Venice Beach
- Surfing in Los Angeles
• Discovering Central Coast

Sales Calls

Euro Media Sales Mission 2014

Visit California France organized the Euro Media Sales Mission 2014 on June 10th. The French team was present for the event. Murielle attended the event in London from June 15th to 17th.

Los Angeles Events

The Los Angeles delegation went to France at the occasion of “Bordeaux Fête le Vin”. They have organized a sales call on June 24th were tourism professionals were invited.

Visit USA Committee Board

Murielle attended the Visit USA Committee board on June 17th for new election. Murielle kept a place of Vice President of the Visit USA Committee France.

Attendees: AIR TAHITI NUI (Stephan Van Gysel), AQA CONSULTING (Viktoria Varezca and Miquel Vidal Franquet), ALAMO (Aurore Sirjean), ALASKA AIRLINES (Catherine Vaurillon), AMBASSADE DES ETATS-UNIS (Valérie Ferrière), ARTICLE ONZE (Chrystèle Cazin), AVIAREPS (Elise Boisson and Zélie Bréval), AVIS (Carlos Vuillaume), COMPAGNIES DU MONDE (Nora Gherras), DELTA AIR LINES (Béatrice De Rotalier), DISCOVER THE WORLD (Laurence Andorka and Michèle Bernard), DIRECTOURS (Michel-Yves Labbé), DUXIN COM (Olivier Barthez and Hervé Duxin), EF EDUCATION (Gregory Cadars), EXPRESS CONSEIL (Gita Ayudy, Caroline Cannessson, Celine Chazeaux, Laura Guarneri, Tiphaine Joly and Céline Mahéo), HILTON (Nathalie Delahouette and Isabelle Gelée), INTERFACE TOURISM (Isabelle Trotzier), JETSET VOYAGES (Charles Julien and Florence Trouillard), KAPLAN INTERNATIONAL (Astrid Basnier, Linda Djoudi and Thomas Guers), KUONI (Charline Lambert), LA CASE DEPART (Eric Duloutre), LA COMPAGNIE DU PONANT (Geoffrey Duval), MAISON DES ETATS-UNIS (Maureen Lachant), MN ORGANISATION (Murielle Nouchy and Sihame Haddane), MY CONCIERGE IN VEGAS (Vincent Brunet), NM MARKETING (Nancy Massé), REED EXPO (Armelle Guillot), TOURICO HOLIDAYS (Astrid Simo), UNITED (Carole Meimoun), VACANCES TRANSAT (Rémi Vénitien), VISIT USA (Delphine Aubert), VOYAMAR (Carine Remy) and XL AIRWAYS (Stefanie Kammerer).
Miscellaneous

Alex, winner of the Visit USA Committee price draw.

At the occasion of a photo competition organized by Visit USA Committee, the winner won a 10 days trip to the High Sierra.

Following his trip, he has published his experience on his travel blog:

## Consultation for California State

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<th>Page path, Level 3</th>
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<td>237 161</td>
</tr>
<tr>
<td>/cable-cars</td>
<td>230 148</td>
</tr>
</tbody>
</table>

- San Francisco is the 5th the more visited.
- Los Angeles: 9th
- California: 10th
- California pages represent 12.12% of the totality of the website pages seen.
Fulfilment Requests

- 173 brochure requests received in total.
- 40 directly (phone, mail and e-mail).
- French Visitors Guide: 300
- Official States Maps: 300
- Road Trips: 300
WHOLESALE MARKET

STUDIES

Distribution

French summer vacation

More than one in three French (34%) wait more until the last moment to choose his destination. This summer, those planning to go abroad have provided a stay of 15 days on average. (Le Quotidien du Tourisme)

Increase of travelers this summer

60% of French people plans to go on holiday this summer, a rate slightly higher than last year, as the average budget spent on holiday, according to a survey by the CSA institute for the French radio RTL published Wednesday. (Le Parisien)

French way of travel

Overseas visitors to the US are increasingly favoring independent travel over package vacations and are staying longer on average, according to official data released by US National Travel and Tourism Office. Overseas visitors traveling independently as opposed to a tour package increased 9% in 2013 and there is a gradual upward trend for intercity bus travel rather than air or rail.

An online activity success

Websites dedicated to holiday and travel have been a great success, in April 2014. According to a survey by Médiamétrie between March and April 2014, portals subcategories "airlines" and "Travel / Destinations" saw their attendance much progress with increases of 9% and 5.2%. They primarily attract visitors are the one with good savings. (Tourmag.com)
AIRLINE ACTIVITY

Aéroports de Paris

A traffic still growing

Aéroports de Paris saw their traffic progressing by 1.7% in May 2014 compared to the same period last year with 8.1 million passengers. (DéplacementsPros.com)

Air France – KLM

A Traffic increase in May

The Air France-KLM traffic rose by 2.5% in May 2014 compared to the same month last year. The group was traveling 6.7 million passengers, up 1.6%. The long-haul network displays a traffic growth of 3.4% over the period, driven upwards by the Americas (Latin America +9.2%), the Caribbean-Indian Ocean region (+6.3%) and Africa and the Middle East (+4.8%). (Tourmag)

American Airlines

An increase of traffic

The American Airlines Group recorded an increase of traffic by 2.1% compared to the same month last year. Capacity has progressed by 2.4% and the group recorded an occupancy rate of 84%. (DéplacementsPros.com)

New destinations from Los Angeles

American Airlines will launch flights to Edmonton, San Antonio, Tampa and Vancouver from Los Angeles, from October 2. Bookings are already open. (Tourmag.com)

Emirates

More A380 for the United States

Emirates Airline company announced the arrival of A380 in San Francisco et Houston for next December. (Air Journal)
Airlines tickets rate

According to the price index published by the DGAC, plane fares from France fell by 2.7% between May 2013 and May 2014. (Tourmag.com)

COMPETITORS ACTIVITY

Australia

Australie Tours Fam Trip

Australie Tours has invited 10 tour operators to discover the destination. Each of them shared their experience during the article. (Le Quotidien du Tourisme)

Peru

An increase of travelers

The Peruvian Minister of Foreign Trade and Tourism, Magaly Silva, announced an increase in the number of foreign tourists in the first quarter 2014. With a total of 800,896 international visitors during the first three months of 2014, Peru recorded an increase of 3.7% compared to the same period last year (772,307 visitors). (Le Quotidien du Tourisme)

TRAVEL TRADE ACTIVITY

Visit California

Visit California and tourism professionals discovering Highway One

Visit California invited 9 tour operators to discover California. The article focuses on each step of their trip from Monterrey to Big Sur and Cambria to finish with Santa Barbara and Santa Monica. (La Quotidienne)

Visit California and tourism professionals discovering North Coast

David Savary, journalist of Le Quotidien du Tourisme, shares the XL Airways Fam Trips activities and the cities discovered by the attendees. 2 articles has been published in the Quotidien du Tourisme
**Visit California Sales Mission**

Following the Sales Mission on June 10th, the article has made a focus on the delegation who were present as also the attendees and the probably XL Airways flight coming to Los Angeles in 2014. (Tourmag.com)

The online webzine La Quotidienne also has published an article dealing with California Sales Mission 2014 dealing with an interview of Murielle Nouchy.

![Image](image1)

**The Dream 365 Project**

Visit California has launched a digital campaign called "The Dream365 Project" on YouTube on February 28th. This includes the dissemination of online content exclusively on the portal specializing in streaming video for 24 hours in the U.S., Canada and Australia and includes the dissemination of advertisements, pre-roll video, and a SEM campaign active presence on social networks, which aims to achieve a target of 468 million impressions.

![Image](image2)

**Visit USA Committee**

**USA e-learning**

Launch in December 2013, the e-learning USA special already count 1,500 subscribers. Travel agents respond to question in 3 modules to learn about US destinations. (Le Quotidien du Tourisme)
E.Leclerc Voyages

A significant increase

E.Leclerc Voyages recorded a 10% progression from January 2014 to May 2014. (Tour Hebdo)

La Française des Circuits

La Française des Circuits proposes two offers for travel agents for clients travelling to the United States, for departures from July 3rd to July 10th, 2014. The flights are operated from Paris by XL Airways. The tour operator proposes a 16 day Self Drive itinerary. (Tourmag.com)

Other activities

- MD meeting in London
- Los Angeles reception in Paris
- Los Angeles City of Honor in Bordeaux

More to come in July, August, September

Appointment with AF and ATN
4th of July at the Embassy
IFTM Top Resa 2014
La Parisienne
Press trip Maison Côté Sud
ECONOMY

Key Figures (www.insee.fr)

- Population: 65.82 million on January 1, 2014
- Economic growth: +0.0% at 1st quarter 2014
- Inflation: +0.7% on May 2014
- Unemployment: 10.1% at 1st quarter 2014
- Industrial production: +0.3% on April 2014
- Business climate: 94 on May 2014 (avg 100)

Economic situation in June in France (www.insee.fr)

General economic situation in France: expectations increasing

Households’ opinion of the future general economic situation in France edged up: the corresponding balance gained 2 points and went back to its March level. Their appreciation of the past general economic situation was almost stable (+1 point). These two balances remained distinctly below their long term average.

Future unemployment: fears rising

Households were slightly more pessimistic regarding future unemployment for the fourth month in a row: the corresponding balance rose by 2 points. It still stood above its long term average.

Future inflation: dropping

In June, fewer households thought prices went up (~3 points). The corresponding balance was below its long term average. Likewise, households were less numerous than in May to anticipate a jump in prices. The corresponding balance fell by 2 points and remained above its long term average.

EURO-DOLLAR EXCHANGE RATE

![Euro-Dollar Exchange Rate Chart](chart.png)